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## On the Frontlines

### **Mason County leads in smoke-free policy**

Last year when Gov. Christine Gregoire challenged citizens to make Washington the healthiest state in the nation, Mason County took it to heart – and lungs. Recently the county set its sights on making Mason County the healthiest county in the healthiest state in the nation.

In January, the health department launched a “health challenge” program for county employees, and more than half of county employees have signed on.



Later in the month the Board of Health, after months of work by Ben Johnson and Heidi Iyall, health department tobacco prevention staff, moved to make county smoking policies among the toughest in the nation.

The board prohibited smoking at all county-owned and -leased facilities, including parks, maintenance shops, and fairgrounds: that means no “designated” smoking areas, no “25-foot” rules, and no “butt huts”.

The policy took effect last month at the fairgrounds and parks, and remaining county property will be phased in by May 15. The lag is to allow time for individual departments to plan for the change and to give employees opportunities to get help quitting.

## **In This Issue**

### On the Frontlines

[Mason leads smoke-free](#)

[UW Tobacco Studies](#)

### Hot Topics

[TV ads help quitters](#)

[Coupons are attractive ploy](#)

[‘R’ rating for smoking films?](#)

### Need to Know

[Information for Tobacco Program contractors](#)

[Youth Web site renamed](#)

[Retailers mostly comply](#)

[Youth campaign on target](#)

[TPCP partners on “Spit Out”](#)

[18- to 29-year-old deluge](#)

[Concert sponsorship](#)

[“Take it Outside” revs up](#)

[New youth soccer p’ship](#)

[New on the Web](#)

### Resources

[Plan for Kick Butts Day](#)

[TPRC trainings filling fast](#)

[Media literacy conference](#)

[BTIS training offered](#)

[More...](#)

“This was a long process. The Board of Health wanted a lot of documentation, feedback from other department heads as to how it would impact their operations, and what the health impacts would be,” says Iyall. “They were really pushing us to get them information. It was tiring for us but I think it makes it a stronger policy after all the background work we did.” That “due diligence” was a key to the Board of Health’s acceptance of the cutting edge tobacco policy.

“We did a lot of prep work with commissioners and crafted proposals that were consistent with their comfort level for a tobacco policy,” says Steve Kutz, health department director. “We had real broad support from the other department heads, and a lot of support from key department heads for the most stringent tobacco policy outcome.”

The health department was also caught off guard by the board’s prompt acceptance of the most stringent tobacco policy option, which came soon after voters statewide approved Initiative 901. “We should have made an implementation timeline as part of recommendation to give departments and employees more time to plan for the change.” Kutz says.

For all of the “lessons learned”, the bottom line is that Mason County has what some have called the most stringent policy in the state.

“I have seen private companies and health care campuses going completely smoke-free but have not been hopeful that governments would do the same,” said Diana T. Yu, health officer for Thurston, Mason, and Lewis counties. “I feel it is a momentous occasion when county leaders take the challenge and rule in favor of the health of the future.”

For more information, contact Heidi Iyall at 360-427-9670 or [heidii@co.mason.wa.us](mailto:heidii@co.mason.wa.us).

## **UW students pursue tobacco control topics**

The University of Washington Tobacco Studies Program, which began three years ago with an American Legacy Foundation grant, offers graduate students the opportunity to pursue tobacco use prevention, treatment, policy, and research through academic work and internships. The program is currently funded by the Department of Health Tobacco Prevention and Control Program and includes \$1,500 career development stipends and \$3,000-\$5,000 internships for work with a tobacco control agency or on a research project. Stipend recipients for the 2005-06 academic year are:

- **Megan Fesinmeyer, MPH**, a doctoral candidate researching the genetic and environmental causes of pancreatic cancer, who is interested in tobacco use as a significant risk factor. She plans to use her tobacco studies stipend to attend the World Conference on Tobacco or Health in July 2006 and has submitted an abstract to present her research at the conference.
- **Caleb Banta-Green, MPH, MSW**, a doctoral candidate and a research scientist at the University of Washington Alcohol and Drug Abuse Institute. He is interested in links between tobacco use and drug and alcohol use, especially in terms of concerted approaches to treatment.
- **TheAnh Nguyen**, a doctor of pharmacy candidate committed to interdisciplinary training in public health and pharmaceutical science to enhance his training as a clinical pharmacist. He is interested in learning more about tobacco dependence and treatment so that he can play an effective role in helping smokers to quit.

- **Heather Ngai**, a first year master's in public health student who worked for four years at Asian Health Services in Oakland, Calif., where she coordinated the implementation of an agency-wide tobacco control program. She is considering pursuing the full tobacco studies concentration next year.

Internship recipients for 2005-06 are:

- **Sarah Ross-Viles**, a second year master's degree in public health student, who was a scholarship recipient last year. She worked with Public Health Seattle-King County on strategies to create smoke-free rental and multi-unit housing and has continued this work by conducting a needs assessment of King County Housing Authority.
- **DeAnn Crompt**, a first year master's in public health student who is interested in the relationship between mental health and smoking as well as smoking cessation in the context of other addictions. She will complete her practicum and thesis on a tobacco-related project.

For more information on the University of Washington Tobacco Studies Program or to receive announcements about seminars and events, contact Sara Savage, program manager, at 206-616-3767 or [sarasav@u.washington.edu](mailto:sarasav@u.washington.edu), or Abigail Halperin, program director at 206-616-4482 or [abigail@u.washington.edu](mailto:abigail@u.washington.edu).

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## **Hot Topics**

### **TV ads help many smokers quit**

TV anti-smoking ads helped more people quit than any other intervention, including nicotine-replacement therapy and telephone help lines, according to a new study. [Read the summary.](#)

### **Coupons attractive to young smokers**

New analysis of a 2002 study concludes that coupons offered by cigarette companies are especially effective at reaching young smokers. [Read the summary.](#)

### **'R' rating for films that depict smoking?**

Smoking scenes in movies is increasing and films that depict smoking should be rated 'R' so that children would be prohibited from seeing them without parental consent, the group Smoke Free Movies says. [Read the summary.](#)

## **Need to Know**

### **Youth Web site renamed SeeThruTheSmoke.com**

The Tobacco Program's youth prevention Web site, UnfilteredTV.com has been renamed [SeeThruTheSmoke.com](http://SeeThruTheSmoke.com)

to increase resonance with the target audience – 8- to 18-year-olds with a heavy emphasis on high school students. For at least the next year, visitors to UnfilteredTV.com will automatically roll over to [SeeThruTheSmoke.com](http://SeeThruTheSmoke.com), but contractors should begin using the new URL in articles, brochures, and other materials.

**SeeThruThe  
Smoke.com**

Considerations in the name selection process were that the new name work for the entire age span of intended visitors; make tobacco use, and not the tobacco user, sound bad; be a good metaphor for the tobacco industry practice of hiding the truth about the dangers of tobacco use; and be catchy, clever, and memorable.

For more information, contact Scott Schoengarth at 360-236-3634 or [scott.schoengarth@doh.wa.gov](mailto:scott.schoengarth@doh.wa.gov).

### **Retailers help restrict youth access to tobacco**

Slightly more than 90 percent of Washington retailers were in compliance with regulations prohibiting the sale of tobacco to minors in 2005, according to the state's "Synar" report. The report was based on analysis by the Tobacco Program's assessment and evaluation section.

Youth access laws are enforced through compliance checks by the Liquor Control Board as part of its enforcement responsibilities, youth access compliance checks by the Department of Health's local health jurisdictions and contractors, and supplemental checks by Public Health Seattle King County in areas with high rates of violation.

"This collaborative effort between different branches of state government and local health districts has resulted in steady progress in reducing youth access to tobacco," says Paul Davis, the Tobacco Program's youth access coordinator.

For more information, contact Paul Davis at 360-236-3642 or [paul.davis@doh.wa.gov](mailto:paul.davis@doh.wa.gov).

### **Youth prevention campaign hitting target**

The youth tobacco prevention advertising campaign – *Kissing a Smoker Is Just as Gross* – kicked off in early October and will continue through June. So far, there have been more than 200,000 first-time visits to the campaign's micro Web site, [www.ashtraymouth.com](http://www.ashtraymouth.com).

Dynamic Logic, an independent market research company with expertise in measuring marketing effectiveness, just completed a three-month study of the online portion of the campaign. Among other findings, the campaign has achieved its goal of increasing awareness of the Web site among the overall audience. The 12- to 14-year-old target audience has responded well to the campaign, exhibiting increased awareness of the Web site, ad recall, and message association.

For more information, contact Scott Schoengarth at 360-236-3634 or [scott.schoengarth@doh.wa.gov](mailto:scott.schoengarth@doh.wa.gov).

## **Program partners with dental hygienists on “Spit Out”**

The Tobacco Program collaborated with the Washington State Dental Hygienists’ Association to produce pocket flyers and generate media interest in the “Great American Spit Out” on February 16. The annual event was part of “Through with Chew”, a national campaign that started in West Virginia to provide information about spit tobacco and decrease its use.

The Tobacco Program provided media releases and other information to weekly newspapers, and radio and TV stations in counties hosting Spit Out activities and those with the highest rates of spit tobacco sample distribution. The approach resulted in more than 20 newspaper, radio, and television stories.



The use of spit tobacco continues to be a health concern in many Washington communities, especially those in rural areas where rates are often highest. In addition, some smokers turn to spit tobacco products when smoking restrictions take effect, such as Washington’s revised Clean Indoor Air Act. Some tobacco manufacturers have begun marketing spit tobacco as the “smokeless solution” for times when people can’t smoke in public.

For more information, contact Scott Schoengarth at 360-236-3634 or [scott.schoengarth@doh.wa.gov](mailto:scott.schoengarth@doh.wa.gov).

## **Secondhand smoke TV ads recognized**

Scott Schoengarth, the Tobacco Program’s public awareness coordinator, and Tim Church, director of the Department of Health’s communication office, were recently recognized with a “Bronze Award for Excellence in Public Health Communication” from the National Public Health Information Coalition. The award acknowledges last year’s secondhand smoke television ads as among the best nationally for outsourced television public service announcements / special audio projects. Sedgwick Rd., the program’s advertising agency, produced the ads.

One television ad shows a pest control worker walking around an office spraying plumes of chemicals everywhere he goes, then cuts to a scene of a waitress in a smoky restaurant. It ends with an off-screen voice saying, “You wouldn’t work under these conditions. Why should restaurant and bar employees have to breathe the cancer-causing chemicals of secondhand smoke?”

The other ad shows scenes of a restaurant, bowling alley, and tavern where most of the patrons and employees are wearing gas masks, and a few are smoking. The ad ends with the message, “It’s odd that less than 20 percent of the population makes such an impact on the places you like to go.”

[View the secondhand smoke ad campaigns.](#)

For more information, contact Scott Schoengarth at 360-236-3634 or [scott.schoengarth@doh.wa.gov](mailto:scott.schoengarth@doh.wa.gov).

### **Quit line calls increase from “Stick it to Kick it” campaign**

The recently completed “Stick it to Kick it” campaign, promoting free nicotine replacement therapy (NRT) for 18- to 29-year-olds, resulted in a substantial increase in calls to the Washington Tobacco Quit Line from smokers in that age group.

Monthly call frequencies among 18- to 29-year-old tobacco users in the first phase of the campaign, January-June 2005, more than doubled as compared to the monthly call frequencies for the same months in 2004. During the second phase of the campaign, July 2005-January 2006, monthly call frequencies jumped an additional 10 percent. More than 1,000 registered for intensive counseling and NRT in January.



The campaign included “on-air” quitting by radio DJs; outreach at minor league hockey and baseball games, and at auto races; outreach to community college students; and other tactics. Funding for the project came from a Centers for Disease Control’s cessation enhancement grant.

For more information, contact Julie Thompson at 360-236-3722 or [juliet.thompson@doh.wa.gov](mailto:juliet.thompson@doh.wa.gov).

### **Tobacco Program renews *Tobacco Smokes You!* concert sponsorship**

The Tobacco Program has renewed its partnership with House of Blues Northwest and the Seattle Theater Group for the 2006 concert season.

The agreement calls for the Department of Health to be the primary sponsor for the three-day *Sasquatch! Festival* on Memorial Day weekend and other concerts at The Gorge Amphitheater in George, Wash. In addition, the tobacco industry will not be allowed to distribute free tobacco products or coupons at The Gorge during the 2006 season.



The Department of Health will also sponsor the Seattle Theater Group’s two community shows: *More Music @ the Moore*, and *Dance This!* at the

Paramount Theater in Seattle. The first of these events, *More Music @ the Moore*, will be held on April 1 at 7:30 p.m. at the Moore Theater.

The *Tobacco Smokes You!* concert series raises awareness about the lethal effects of tobacco and secondhand smoke, and provides a counterpoint to the tobacco industry’s efforts to recruit and retain smokers by sponsoring concerts to market its products.

Again this year, tickets to concerts at venues across Washington, including the entire season of concerts at The Gorge, will be awarded through a promotion on [www.TobaccoSmokesYou.com](http://www.TobaccoSmokesYou.com).

For more information, contact Scott Schoengarth at 360-236-3634 or [scott.schoengarth@doh.wa.gov](mailto:scott.schoengarth@doh.wa.gov).

### **“Take it Outside” campaign revs up**

The “Take it Outside” secondhand smoke campaign has popped up all over the state. Television and radio ads have been running since early January, posters were shipped to large apartment complexes early in February, and bus signage and billboards have been displayed since early March.

The campaign emphasizes the message that providing kids with a smoke-free home helps give them the best chance of being healthy. [View the ads.](#)

For more information, contact Scott Schoengarth at 360-236-3634 or [scott.schoengarth@doh.wa.gov](mailto:scott.schoengarth@doh.wa.gov).



### **New partnership targets 125,000 youth soccer players**

The Tobacco Program has teamed up with the Washington State Youth Soccer Association to bring the anti-tobacco message to up to 14,000 youth soccer teams statewide. Activities begin Saturday, April 8 at the soccer association’s “kick off” event at the Tacoma Convention Center.

About 125,000 kids, ages 4 to 19, will be targeted during the season-long partnership. Nearly 90 percent of the youth who play soccer are 14 years of age or younger, an age when they may be susceptible to experimentation.

The partnership provides for the Tobacco Program and the soccer association to develop a “Tobacco-Free Team” program for coaches to adopt for the 2006 season. Goals of the program are to:

- Educate youth early on about the dangers of tobacco use.
- Involve trusted sources, such as coaches and parents, in relaying anti-tobacco messages.
- Eventually increase the number of outdoor tobacco-free playing fields in Washington.

For more information, contact Scott Schoengarth at 360-236-3634 or [scott.schoengarth@doh.wa.gov](mailto:scott.schoengarth@doh.wa.gov).

### **New on the Web**

The Tobacco Program’s public Web site, [www.doh.wa.gov/tobacco](http://www.doh.wa.gov/tobacco), and the contractors’ site are continually updated with current information and statistics.

Recent updates to the disparities section of the contractors’ site include minutes of Tobacco Disparities Advisory Committee meetings and disparities conference calls, the current edition of the Tobacco Health Disparities Update, and new case studies and reports.

The secondhand smoke sections of both the public and contractors site have been updated to include information and resources for implementing the revised Clean Indoor Air Act.

For more information, contact Scott Schoengarth at 360-236-3634 or [scott.schoengarth@doh.wa.gov](mailto:scott.schoengarth@doh.wa.gov).

## **Resources**

### **Time to plan Kick Butts Day events**

It's time to start planning for the April 5 Kick Butts Day, an annual event sponsored by the Campaign for Tobacco Free Kids. Every year on Kick Butts Day, America's youth STAND OUT...SPEAK UP...and SEIZE CONTROL in the fight against tobacco use. For more information and registration materials, visit [www.kickbuttsday.org](http://www.kickbuttsday.org).

### **TPRC trainings fill up fast**

Since last September, the Tobacco Prevention Resource Center has held 20 trainings with an additional 16 trainings on the schedule for the remainder of the work year. A total of 975 registrations have been received for these 36 trainings, with an average registration of 27 participants per training. Ten of the trainings filled to capacity.

The logo for the Tobacco Prevention Resource Center is a dark blue rectangle with white text. The top line reads "Tobacco Prevention" and the second line reads "Resource Center". Below this, in a smaller font, it says "A Tobacco Prevention & Control Program".

**Tobacco Prevention  
Resource Center**  
A Tobacco Prevention & Control Program

“The popularity of the current Tobacco Prevention Resource Center trainings shows that our efforts to make trainings more geographically accessible and relevant to the needs of our contractors are paying off,” says Paul Davis, Tobacco Program contract manager. “This is a great resource and we invite all contractors to take advantage of it.”

For trainings information and online registration, visit the resource center [Web site](#).

For more information, contact Paul Davis at 360-236-3642 or [paul.davis@doh.wa.gov](mailto:paul.davis@doh.wa.gov).

### **Media literacy conference**

The *Images of Youth: New Directions in Media Literacy and Teen Health* conference, sponsored by the Washington Department of Health and the University of Washington Northwest Center for Excellence in Media Literacy, will be held March 20-21 on the university campus in Seattle. Visit <http://depts.washington.edu/nwmedia/> for the conference flyer, brochure, and registration information.

### **BTIS instructor training offered**

The new Tobacco Cessation Resource Center is now providing Basic Tobacco Intervention Skills (BTIS) instructor trainings in locations across the state. The training is designed for clinic and agency staff interested in the implementation of basic tobacco intervention skills into his or her setting. For more information and registration, visit the [resource center Web site](#).

The Tobacco Cessation Resource Center provides resources, training, and support, including health care provider training, First Steps clinics, and other cessation services. Free and Clear, Inc. and Qualis Health operate the resource center under contract to the Tobacco Program.

For more information, contact Julie Thompson at 360-236-3722 or [juliet.thompson@doh.wa.gov](mailto:juliet.thompson@doh.wa.gov).

## Access Seattle 2006

The Access Seattle 2006 conference, *Preventing Youth Access to Tobacco: Social Sources – Turning Plans into Action* will be a forum discussion with presentations, workshops, and keynote addresses centered on social sources of tobacco for youth. The conference will be held on April 12-14, 2006 at the Westin Hotel in Seattle. For more information, visit [www.accessseattle2006.org](http://www.accessseattle2006.org).

## Online Newsletters

[\*Tobacco Free Press\*](#) – Tobacco Control Network, bimonthly

[\*Streethery\*](#) – American Legacy Foundation youth activism

[\*Preventing Chronic Disease\*](#) – Centers for Disease Control's online e-journal (click on subscriptions)

[\*O<sub>2</sub> magazine\*](#) – Teen Media Futures, educates youth on the issues and industry targeting (located on the unfilteredtv.com site)

[\*TTAC Exchange\*](#) – Tobacco Technical Assistance Consortium, quarterly tobacco control newsletter

## Other Online Resources

American Cancer Society – [www.cancer.org](http://www.cancer.org)

American Heart Association – [www.americanheart.org](http://www.americanheart.org)

American Lung Association – [www.lungusa.org](http://www.lungusa.org)

Americans for Nonsmokers' Rights Foundation – [www.no-smoke.org](http://www.no-smoke.org)

Asian Pacific Partners for Empowerment and Leadership – [www.appealforcommunities.org](http://www.appealforcommunities.org)

Centers for Disease Control, Office on Smoking or Health – [www.cdc.gov/tobacco](http://www.cdc.gov/tobacco)

National African American Tobacco Prevention Network – [www.naatpn.org](http://www.naatpn.org)

National Center for Tobacco-Free Kids – [www.tobaccofreekids.org](http://www.tobaccofreekids.org)

National Latino Council on Alcohol and Tobacco Prevention – [www.nlcatp.org](http://www.nlcatp.org)

Policy Advocacy on Tobacco and Health/

The Praxis Project, Inc. – [www.thepraxisproject.org](http://www.thepraxisproject.org)

Teen Health and the Media, University of Washington/  
Washington Department of Health –

[www.depts.washington.edu/thmedia](http://www.depts.washington.edu/thmedia)

Tobacco Technical Assistance Consortium – [www.ttac.org](http://www.ttac.org)

## Tobacco Prevention & Control Program Clearinghouse

360-236-3966

[tobacco.clearing@doh.wa.gov](mailto:tobacco.clearing@doh.wa.gov)

The easiest way to order materials through the Tobacco Prevention Materials Clearinghouse is online. The Web address for ordering is [www.prt.wa.gov](http://www.prt.wa.gov).

- Once you are on this page, click on the link that says "General Store" on the right side of the page.
- Once the page has loaded, click on the "I'm New" button.  
You will have to come up with a user name and password; make sure that you remember your user name and password because you will need it every time you order.
- After you have completed your user name and password, click on "Register"
- You will come to the next page and click on "Shop By Agency"
- "Department of Health" will be the fifth agency listed and click on that; then, click on "Tobacco Prevention Program".
- You should now see the four different categories (go ahead and shop around)
- When you find an item that you want to order, click on "Add to Cart" and enter in the quantity you want to order,
- Click on the "Update Cart" button, then click continue shopping or check out.

Some items may need to be ordered through Jennifer Dodd at 360-236-3966 or [jennifer.dodd@doh.wa.gov](mailto:jennifer.dodd@doh.wa.gov).